

Abstract

Title:	Identity of HC KERT Park Praha and its usage in reality
Objectives:	The goal of this work is to create a project that leads to a better corporate identity of HC KERT Park Praha.
Methods:	In our thesis we used three methods that are non-structured interviews, focus groups and SWOT analysis.
Results:	It was found out that the identity of HC KERT Park Praha is incomplete and most respondents see it negatively. The respondents agreed on three main factors that could lead to improvement of the identity of the examined club. The factors are finance, youth categories and the club facilities. As a solution a complex project was designed with focusing on these factors together with each part of the corporate identity.
Keywords:	marketing, marketing mix, communication mix, sports marketing, sponsorship, corporate identity, corporate design, corporate communication, corporate culture, product in corporate identity, corporate image, street hockey